consent manager

Webinar

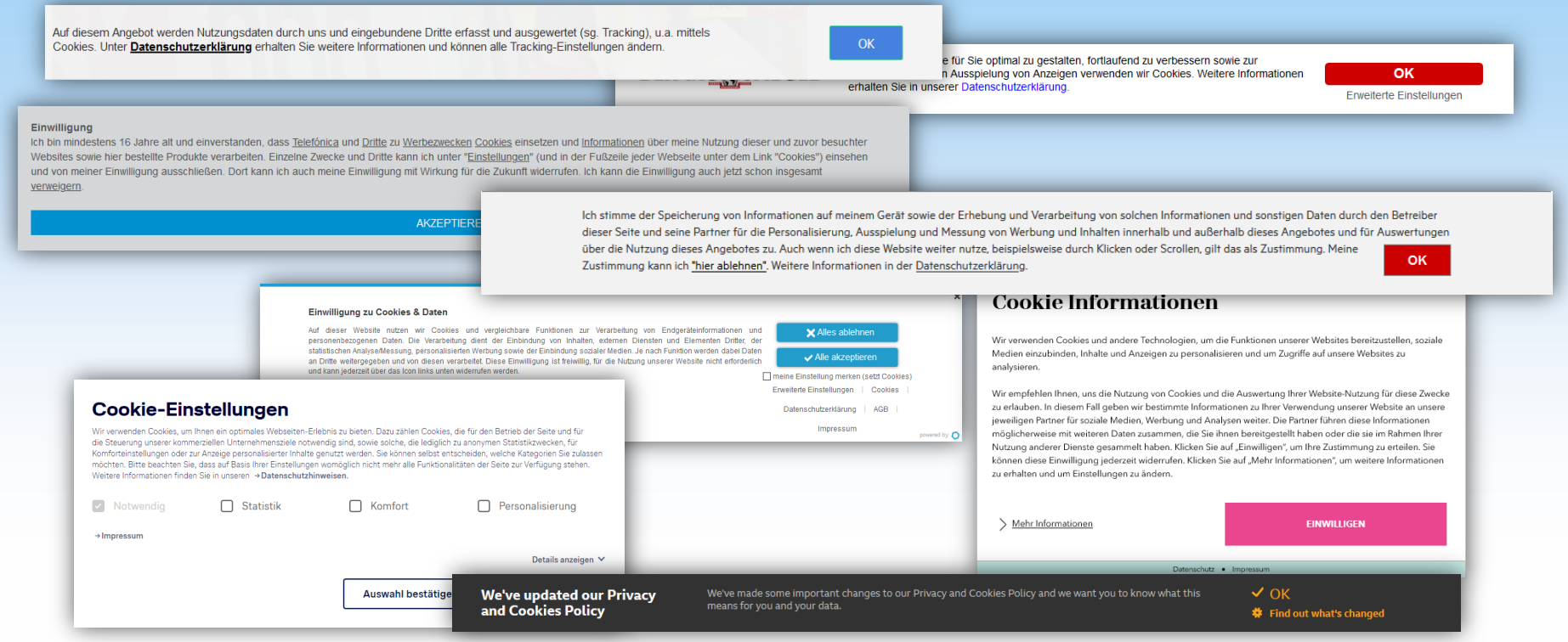
consentmanager: First steps

Cookie Consent

Why cookie banners are necessary

What is a Cookie Banner?

Not every cookie banner is compliant!



Legal background
What is a compliant cookie banner?

#FashionID (ECJ)

Website operators and plugin providers are jointly liable as joint controllers for all obligations under the GDPR

- ✓ Art. 26 Agreement
- ✓ Legal basis for all controllers
- ✓ Fair, transparent processing
- ✓ Obligations to inform
- ✓ Rights of affected

#Planet49 (ECJ)

Opt-in for access to all device information, except "absolutely necessary for service"

- ✓ No pre-ticked checkboxes
- ✓ No „surf/scroll=accept“
- ✓ Informed consent
- ✓ Revocation as easy as consent
- ✓ No Dark Patterns

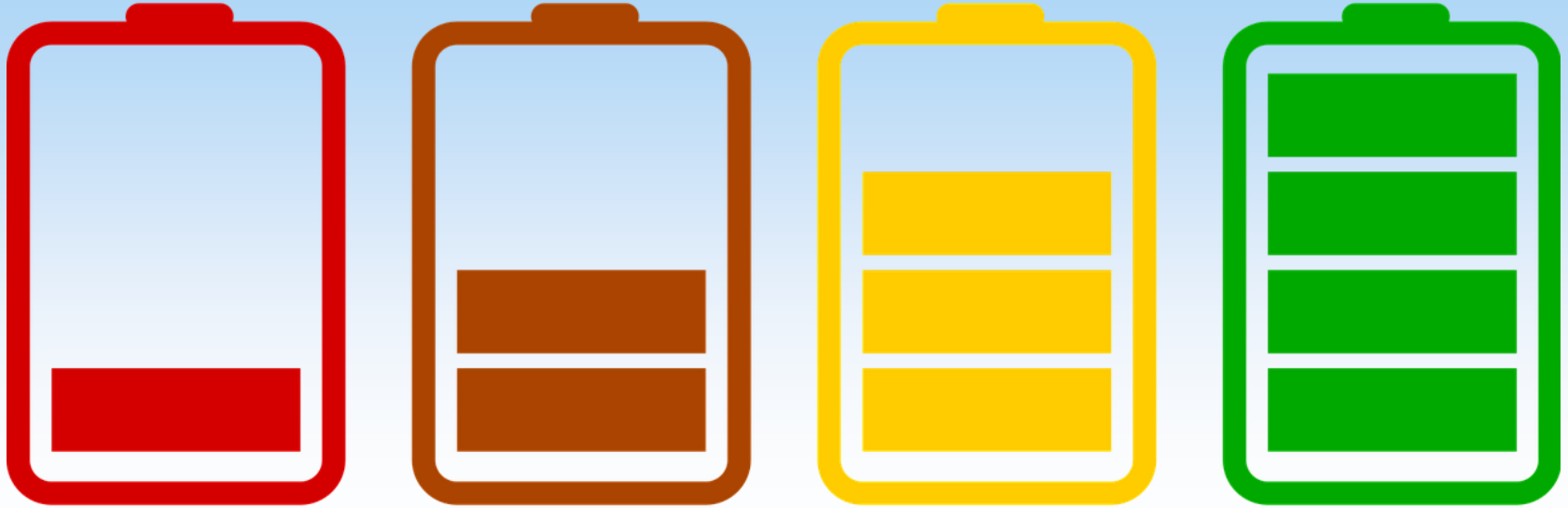
#Advocado (LG Rostock)

Rejection may not be more difficutl than accepting

- ✓ No pre-ticked checkboxes
- ✓ A Reject-button must be present
- ✓ No Dark Patterns
- ✓ Notice of revocation is sufficient to be placed in the privacy statement

Legal background
What happens if you are not compliant?

Legal background
Better safe than sorry



„ Even a 95% compliant consent is still an 100% illegal data processing“

Using consentmanager

How to use a Cookie Banner

Example of a Cookie Banner
First Layer

Clear wording as „approval“ or „consent“

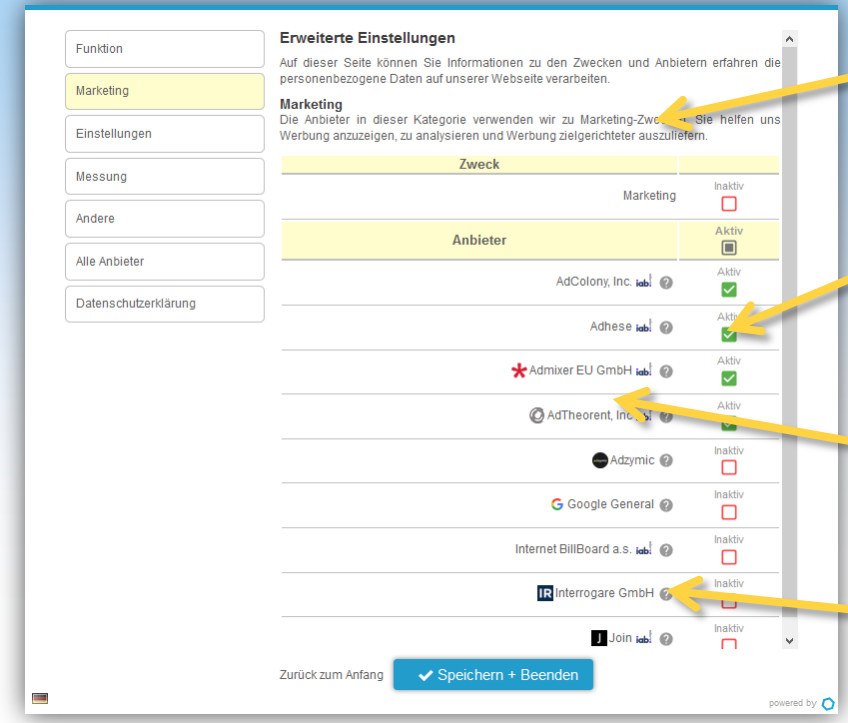
Extensive information (cookies, purposes, third parties, revocation, ...)

No pre-ticked checkboxes

Clear YES / NO

Additional information

Example of a Cookie Banner
Second Layer



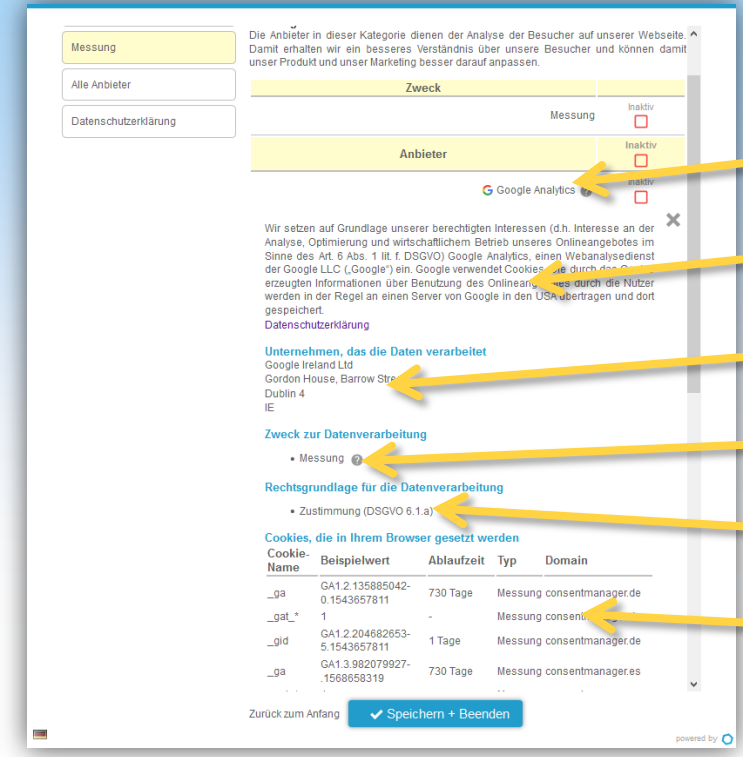
Description of the purpose

Granular choices

Full vendor list

Additional details per vendor

Example of a Cookie Banner
Vendor details



Vendor name

Description

Company address

Legal purposes of data processing

Legal basis

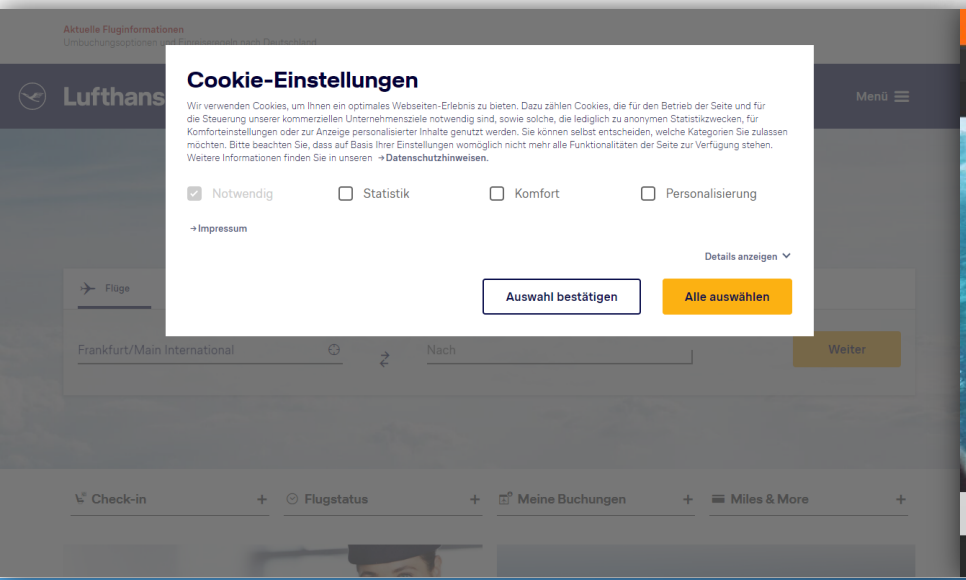
Cookies with name, expire/date, type, ...

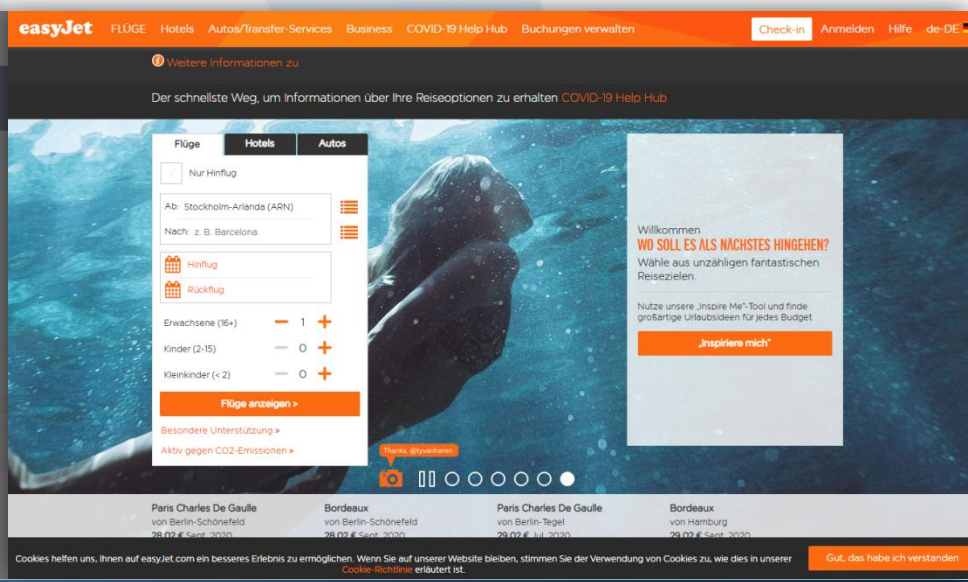
How will a cookie-banner effect my website?
Acceptance

- ✓ Important metric: Acceptance rate
- ✓ Average: 40-50%, with optimization up to 65%, rarely above
- ✓ Result: Half of the marketing data is missing (put it in your forecast)
- ✓ But: (loyal) visitors more often click on accept → in most cases „only“ 30% of the sales are missing in analytics

How will a cookie-banner effect my website?
Bounce rate

- ✓ Keep in mind: Bounce rate
  (Visitors leaving your website instead of continue to surf)
- ✓ Does a 5% higher acceptance-rate justify a 5% higher bounce rate?





First steps

Basics

First steps
Overview

Configuration

1. Setup CMP
2. Add your vendors
3. Configure purposes
4. Adjust cookies
5. Create designs & texts

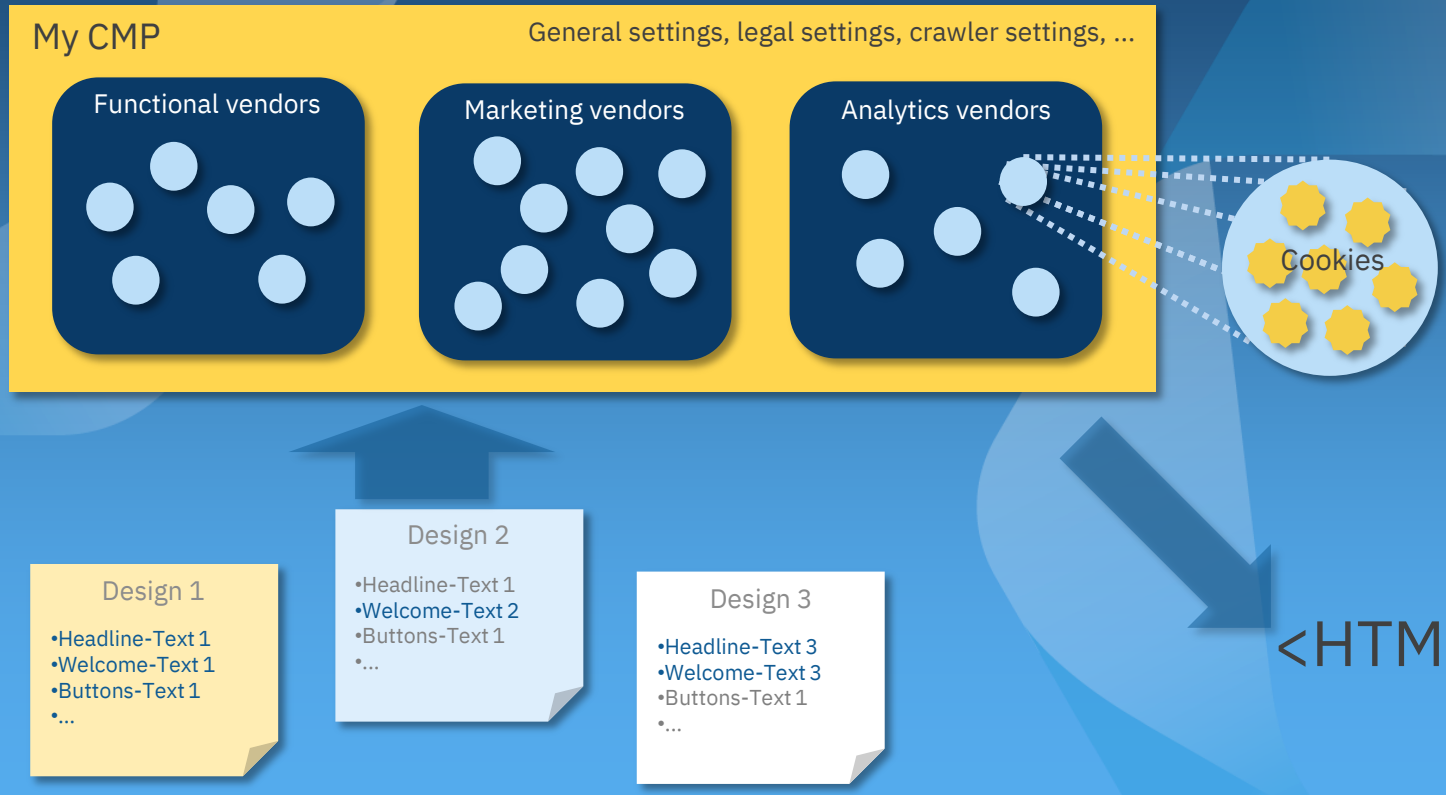
Integration

1. Integrate code
2. Add the blocking
3. Adjust your privacy policy

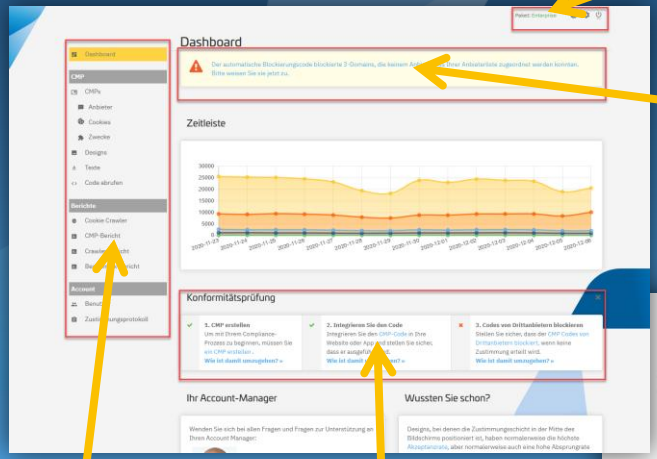
Helpful Resourcces

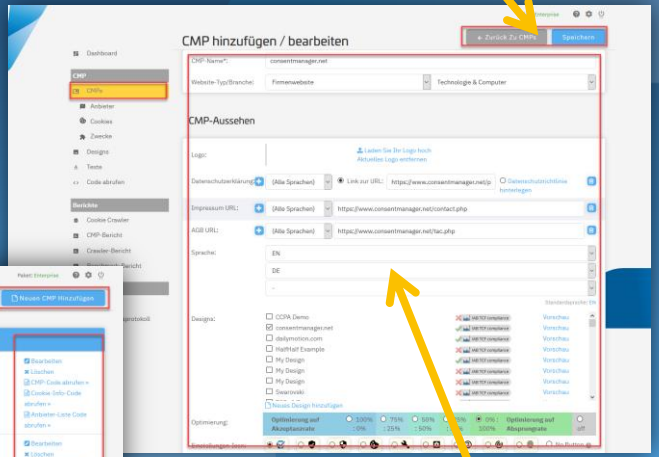
- ✓ https://www.consentmanager.net/client/
- ✓ https://help.consentmanager.net/
- ✓ https://www.consentmanager.net/support/

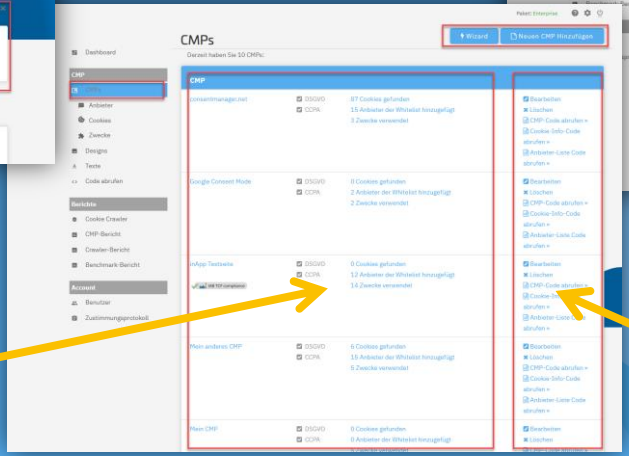
First steps
Account structure



First steps
Login-Area







Package, Help, Account, Logout

Important notes

Buttons & Filters

Main menu

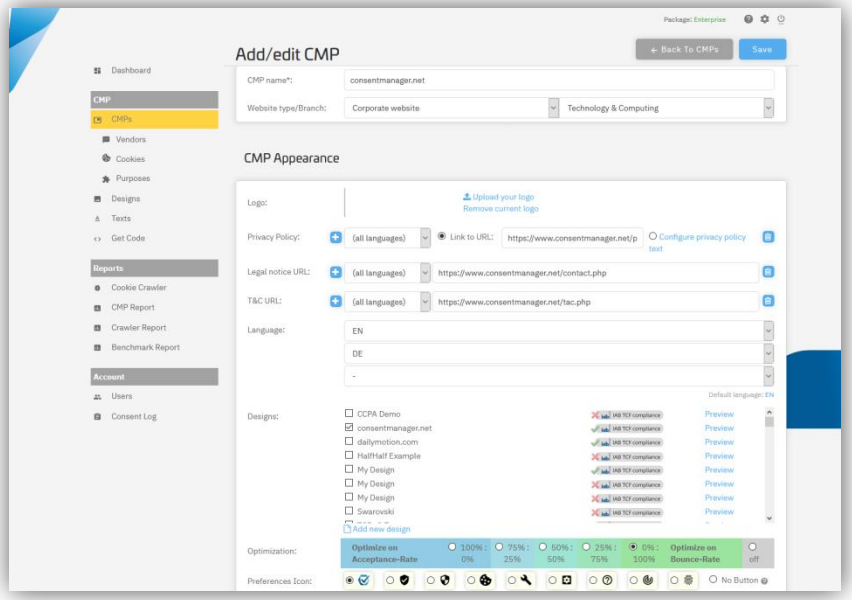
Compliance test

List

Form

Links for edit, delete, ...

First steps
1. Setup CMP



Why?

- ✓ A CMP is the smallest entity that contains the general settings, legal settings, designs and so on.

How?

- ✓ Create via Menu > CMPs > Wizard or
- ✓ Create manually via Menu > CMPs > Add new CMP

What?

- ✓ Name
- ✓ Privacy policy URL
- ✓ Choose design
- ✓ Other settings can remain on default state

First steps
2. Add your vendors

Why?

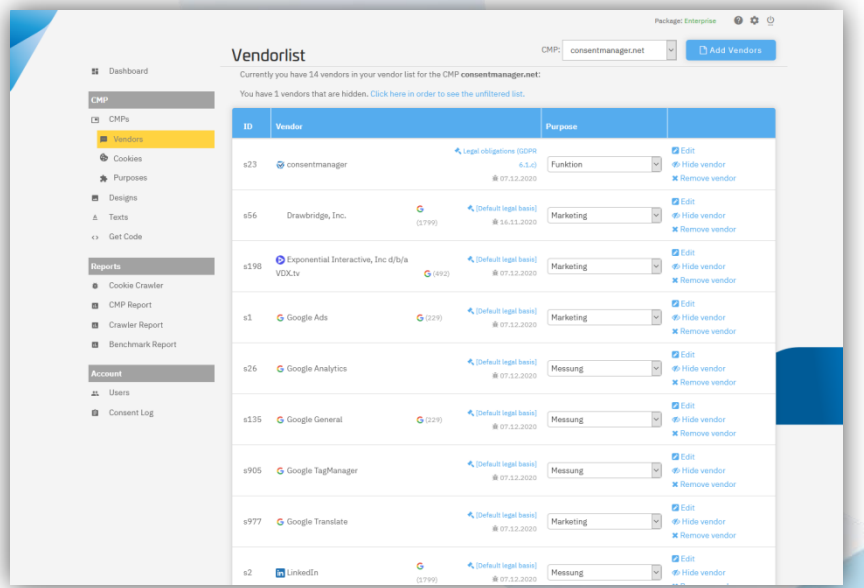
- ✓ Vendors allow visitors to get informed about data processing
- ✓ Vendors are needed for Blockung/Unblocking

How?

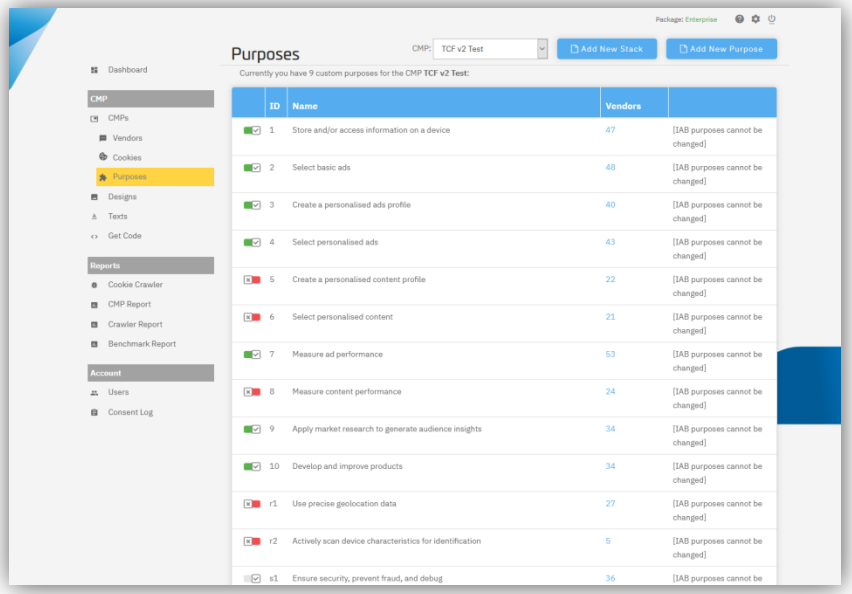
- ✓ Menu > Vendors > Add vendor
- ✓ Manually add vendors or use crawler to find them

What?

- ✓ All vendors should appear on your vendorlist
- ✓ Assign a purpose to each vendor
- ✓ (optional) set legal basis



First steps
3. Configure purposes



Why?

- ✓ Purposes describe the data processing of vendors
- ✓ Allow visitors to make a simpler choice
- ✓ (optional) Stacks are groups of purposes and replace purposes on first layer

How?

- ✓ Menu > Purposes > Add new purpose
- ✓ IAB TCF defines own purposes

What?

- ✓ Use specific purposes
- ✓ Add a description text
- ✓ (optional) set legal basis

First steps
4. Adjust cookies

Why?

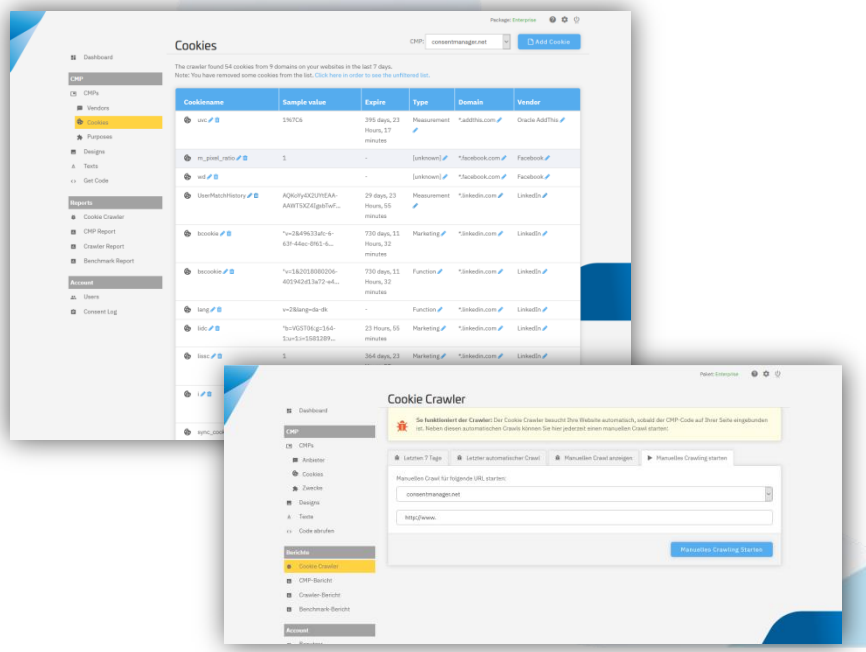
- ✓ Cookies inform visitors about processed data
- ✓ Cookie list is only informative – it is not used to technically block

How?

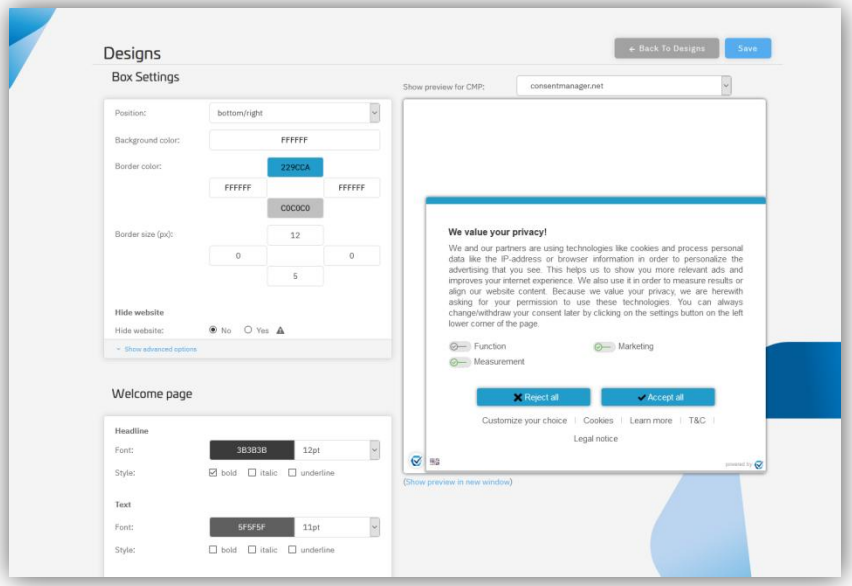
- ✓ Crawler starts automatically when CMP-Code is integrated
- ✓ Menu > Cookies > Add cookie
- ✓ Menu > Cookie Crawler > Start manual crawl

What?

- ✓ Crawler tries to automatically assign vendors/types
- ✓ Manually assign unknown cookies
- ✓ (optional) send crawler to specific subpages



First steps
5. Create designs & texts



Why?

- ✓ The design helps recognizing the consent layer as „yours“
- ✓ Texts and descriptions help visitors to understand what they consent for.

How?

- ✓ Menu > Designs > Add new design
- ✓ Menu > Texts

What?

- ✓ Align design with colors of your website
- ✓ Text templates are general, make them more specific for your needs

Integration

How to add the CMP-Code to your website

Integration
Advantages and disadvantages of the code variants

Automatic blocking code

Automatically finds and blocks all third party codes on the website. Unblocks the codes automatically as soon as consent is given.

- ✓ Easy to install
- ✗ Can be non-compliant
- ✗ Loaded synchronously, can slow down the website
- ✗ Can cause issues with website features
- ✗ Must be installed as first item in the page
- ✗ Must be installed directly in the page (no tagmanager)

Semi-automatic / manual blocking code

Does not actively block, but expects codes to be already prepared / blocked. Releases this automatically as soon as consent is given.

- ✓ High compliance/safety if correctly implemented
- ✓ Loaded asynchronously, does not slow down the website
- ✓ Normally no issues with website features
- ✓ Can be intergated using a tag manager
- ✗ More complicated to integrate

Integration
General steps

1. Copy code

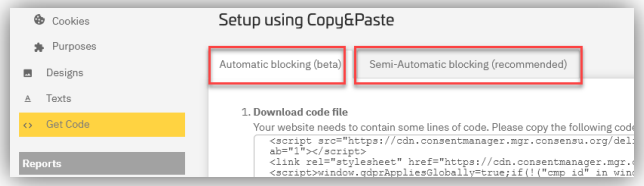
- ✓ Menu > Get Code > Automatic or Semi-automatic code
- ✓ Separate codes for AMP and Apps, Plugins for Drupal, Gambio, Joomla, osCommerce, WordPress, ...

2. Insert code

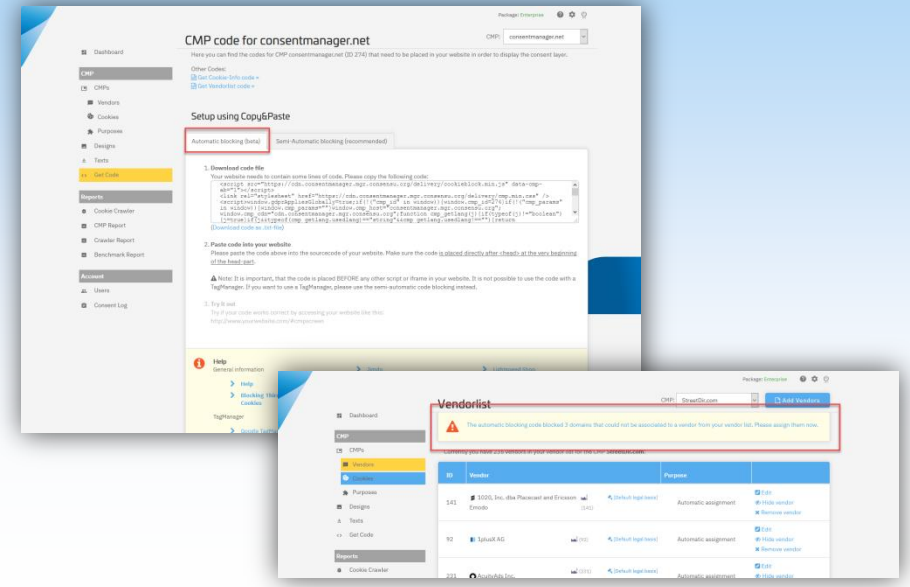
- ✓ Add the code to all pages/subpages
- ✓ As early as possible to the beginning of the website-code
- ✓ Typically in the <head> or beginning of <body> section
- ✓ Add to templates of your CMS- or Shop-System

3. Check blocking/unblocking

- ✓ Automatic blocking code: Check if everything (still) works
- ✓ Semi-automatic blocking code:
  - Adjust all thrid party codes
  - Adjust triggers in your tagmanager



Integration
Automatic blocking code



- ✓ Copy the code directly into your website
- ✓ Must be the first code, before all other third party codes. Codes that stand before the CMP-code will not be blocked
- ✓ All consentmanager Plugins (except WordPress) are using this code version

- ✓ System will warn if unknown codes are blocked
- ✓ Assign unknown domains to vendors
- ✓ Add attribut `data-cmp-ab="1"` in order to exclude a particular code from being blocked. Exclude domains from being blocked by adding the following:

```
<script>
window.cmp_block_ignoredomains = ["domain1.com","domain2.net","..."];
</script>
```

Integration
Semi-automatic blocking code

- ✓ Copy the code and paste it into your website or tag manager
- ✓ Position in the website‘s source code is not important

- ✓ All codes from third parties must be adjusted in order to be able to block these!
- ✓ Add the following attributes:

```
class="cmplazyload"
data-cmp-vendor="..."
data-cmp-src="..."
```

- ✓ Adjust triggers in your tag manager
- ✓ Replace tag manager event “PageImpression” with “cmpEvent” and add check for “cmpConsentVendors contains …”
- ✓ Use vendor ID from Menu > Vendors

Before:

```
<script async
        src="https://adserver.de/banner.php" type="text/javascript"></script>
```

After:

```
<script async class="cmplazyload" data-cmp-vendor="123"
              data-cmp-src="https://adserver.de/banner.php" type="text/plain"></script>
```

Before:

```
<iframe width="300" height="250" noresize="noresize" scrolling="no"
        frameborder="0" marginheight="0" marginwidth="0"
        src="http://adserver.de/?x=1&y=2"
        ALLOWTRANSPARENCY="true"></iframe>
```

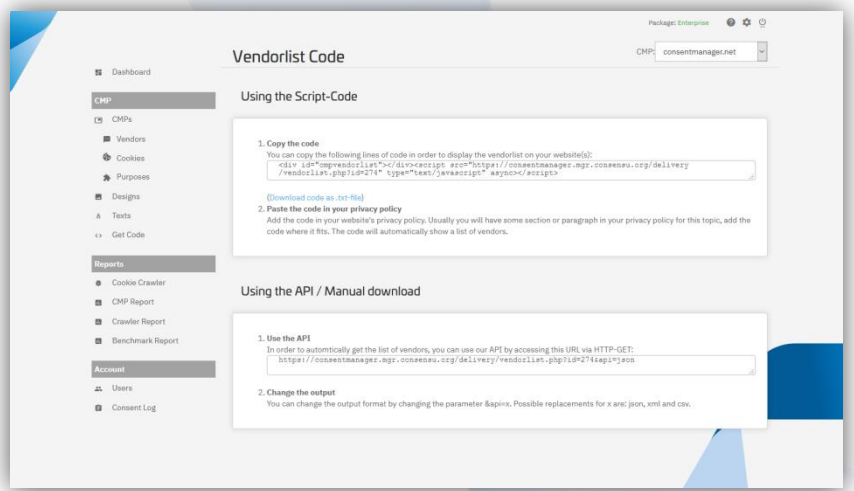
After:

```
<iframe width="300" height="250" noresize="noresize" scrolling="no"
        frameborder="0" marginheight="0" marginwidth="0"
        class="cmplazyload"
        src="about:blank"
        data-cmp-vendor="123"
        data-cmp-src="http://adserver.de/?x=1&y=2"
        ALLOWTRANSPARENCY="true"></iframe>
```

Integration
Adjust your privacy policy

- ✓ Menu > Get Code > Get Cooke-Info-Code & Get Vendorlist Code
- ✓ Automatically shows the list of cookies or vendors in your privacy policy
- ✓ Safes you from editing the vendor data twice

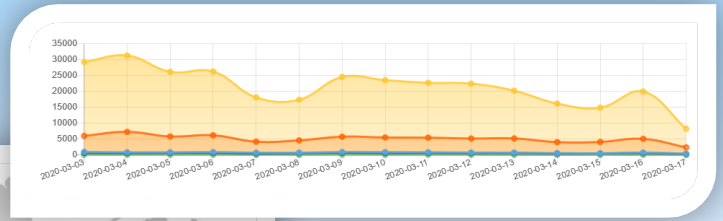
- ✓ Without the vendor list code: Manually add description about consentmanager to your privacy policy.

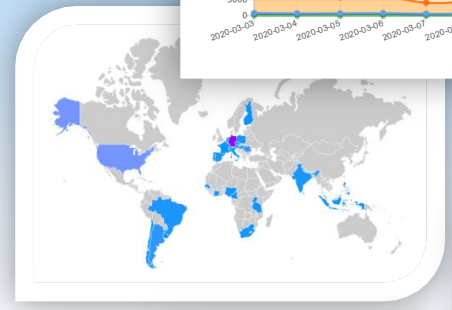


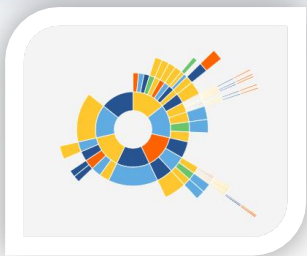
Reports, Optimization & Crawler

Better understanding of the system

Reports & Analytics
Overview on your visitors

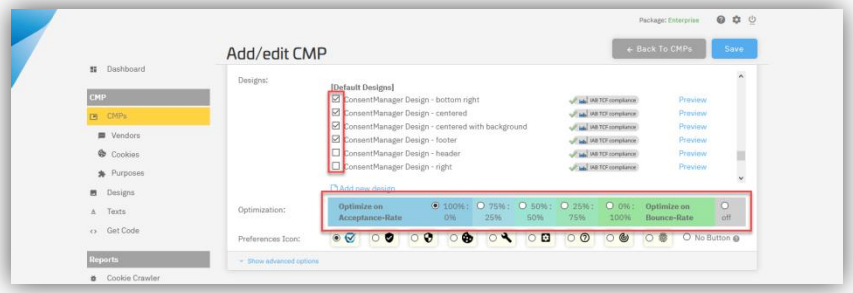


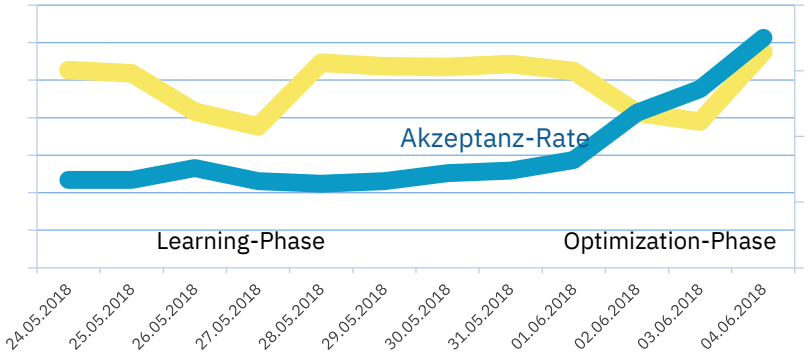




- ✓ Menu > CMP-Report & Benchmark-Report
- ✓ Filters & Grouping
  - Website/Domain
  - Country
  - Design
  - OS & Browser
  - Device
  - Date
  - ...
- ✓ All relevant metrics
  - Visits, PageViews
  - Accepted, Rejeced, Ignored
  - Consent Layer Views
  - Acceptance-Rate
  - Bounce-Rate
  - ...

Design-Optimization
Increase your acceptance rate





- ✓ Menu > CMPs > Edit > Designs & Optimization
- ✓ Create multiple designs and add them to your CMP settings
- ✓ Set the goal for the optimization on acceptance or bounce rate

- ✓ CMP will automatically rotate the designs (“A/B Test”)
- ✓ System tracks the acceptance- & bounce-rate
- ✓ System “learns” via Machine-Learning which design works best for your visitors
- ✓ CMP will only use the best design in the future, therefore increasing the performance

Cookie Crawler
Compliance test

- ✓ Crawler automatically visits your website once the CMP-code is integrated
- ✓ Crawler takes samples and checks for vendors and cookies
- ✓ Crawler checks with acceptance and rejection
- ✓ Sends warning if marketing, analytics or unknown cookies are set without consent (compliance test)
- ✓ Informs you when new vendors or cookies are found

- ✓ How to avoid crawler warnings:
  Check if blocking works & Assign unknown cookies to a type

FAQ

Top 5 frequently asked questions

Häufige Fragen
Kurze Antworten auf die wichtigsten Fragen

- ✓ Why is the consent layer not shown after the cookies have been deleted?
  Server-side fingerprinting is activated and replaces the cookie (Menu> CMPs> Edit> Other settings> Deactivate server-side fingerprinting)
- ✓ What to do if the cookie crawler reports errors?
  Check whether the blocking works correctly and whether all cookies are assigned to a type.
- ✓ How can I define a purpose as “cannot be deactivated”?
  Under Menu> Purposes, set the legal basis for the purpose to "Legitimate interests (no opt-out possible)".
- ✓ What can I do if the automatic blocking code blocks too much?
  Check whether the system (Menu > CMPs) warns of unknown domains and, if necessary, assign them to a vendor. Exclude problematic codes / domains from blocking. `data-cmp-ab="1"` oder `window.cmp_block_ignoredomains = ["domain1.com",…];`
- ✓ How can I correctly assign cookies that I do not know?
  Online research, consult the vendor or “to the best of my knowledge”. Cookie assignment is purely informative and has no (technical) use.

Thank you!

Don‘t forget:
https://help.consentmanager.net/

Recommend us to your friends!